

PROPOSAL:

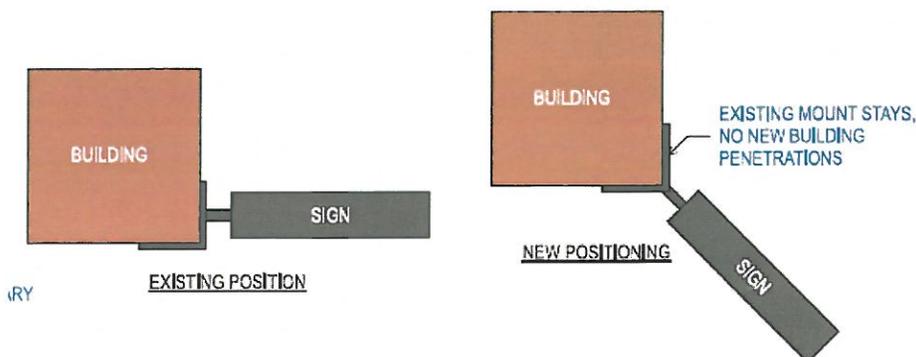
Tony Persons of Nebraska Sign Co. requests a certificate of appropriateness for a sign at “El Potrero,” 347 N. 8th Street, the H. P. Lau Building, in the Haymarket Landmark District.

DISCUSSION:

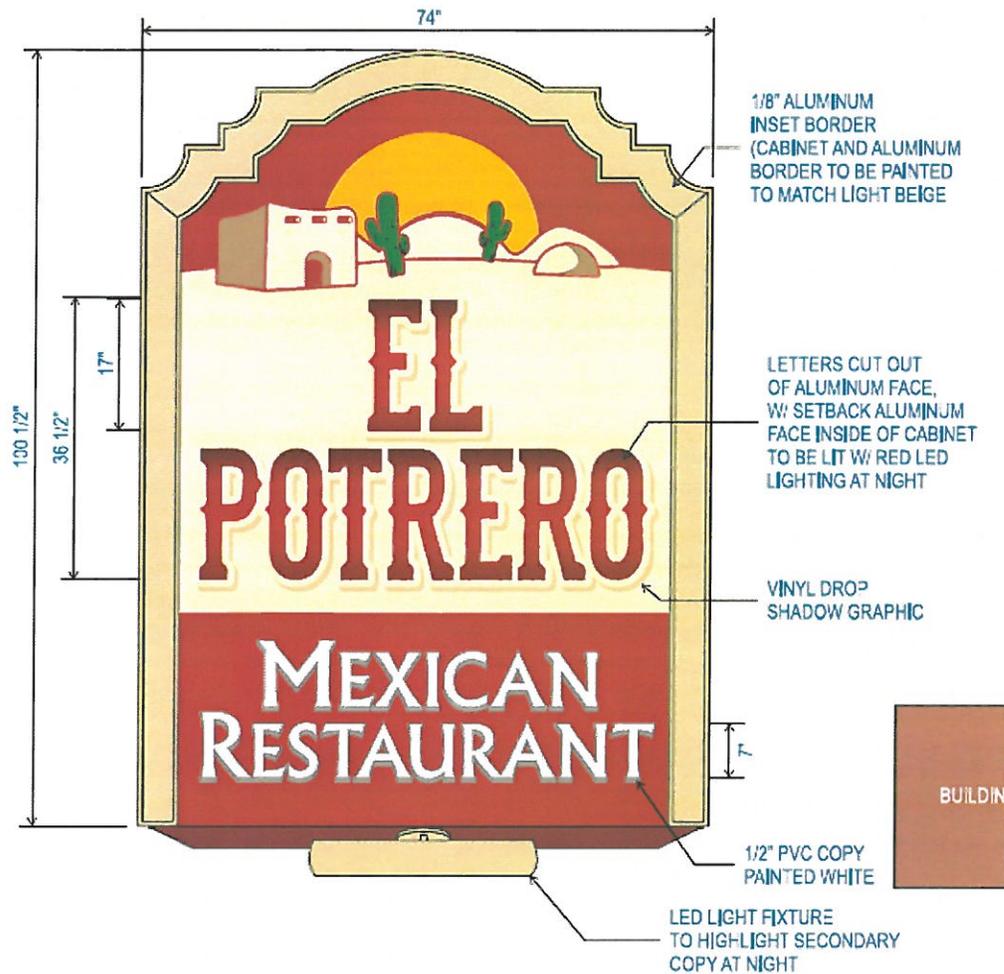
El Potrero, a restaurant in the 1904 H. P. Lau Co. grocery warehouse, has an existing neon sign on the northeast corner of the building.



The establishment proposes a new sign on the same corner, installed on a diagonal, rather than the north-south alignment of the current sign. The plan is to rework the existing supports and reinstall them without causing new holes in the brick structure.



The new, two-sided sign would have an aluminum cabinet, like the existing sign, but would not use neon for illumination. Instead, the name “El Potrero” would be incised through the outermost layer, for a view to the red interior of the cabinet. At night, red LED lighting would illuminate the interior, creating a glow through the incised lettering. “Mexican Restaurant” at the bottom the cabinet would be surface-applied vinyl letters, illuminated at night with an external LED fixture .



The overall size would be 100.5" by 74"—similar to the current sign.

The proposal is intended to offer greater legibility than the existing sign, as well as simplified maintenance. It fits the special sign criteria of the Haymarket District in terms of means of illumination, does not interfere with historic architectural features, and appears to be well-designed. While the existing sign was approved by the Commission several years ago, the proposal appears to improve upon it.

Recommended finding:

The proposed sign is consistent with the Haymarket sign guidelines and compatible within the overall character of the Haymarket Landmark District.

Recommended action:

Approval of a certificate of appropriateness.

F:\Boards\HPC\HPCReports\REPORTS\2016\04-April\Item 4_ElPotrero.docx